

Management of competitiveness in automotive industry

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Abstract

© Medwell Journals, 2016. Kamaz group and other automotive industries constantly have to solve the problem of the competitiveness assessment, both of the vehicles and the companies involved in their production and sales. Nowadays, this research is difficult and time consuming as it includes finding an analog for comparison, the use of a complex calculation algorithm and determining the ranking research objects. In our opinion, one can improve and simplify the task by using a technique based on the priorities setting. With this method, it is possible to solve the tasks with the following statement the researched objects are ranked in ascending or descending order by the degree of one or more parameters. The procedure for obtaining primary data is based on the method of expert evaluations.

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Keywords

Algorithm, Competitiveness, Expert evaluations, Method of paired comparisons, Ranking